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NO RESERVE

- Slater Shoes for \$6.45
- Men's Fine Worsteds Sweaters in Black Heather, Grey and Blue \$4.75
- Odd lot of small boys Sweaters regular \$2.00 to \$3.00 at HALF PRICE
- Boys Woolen Stockings at Half Price
- Five only Men's Overcoats, regular at \$28.00 for \$16.75
- All our winter footwear to move at Bargain prices.

Mackinaws, Leather Coats, Sheep Lined Coats, Windbreakers, Shirts, Caps, Mitts and Gloves at real bargain prices.

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Men's Better Wear

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IN EVERY ROOM PRIVATE BATHS
WHEN IN CALGARY STAY AT THE

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OPPOSITE C. P. R. DEPOT
CALGARY ALBERTA
The House of Comfort, Courtesy, Cleanliness

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King Edward HOTEL

THE PLACE WHERE WE WANT YOU
TO FEEL AT HOME

We endeavour to please and aim to give
Service and Courteous Treatment
FRANK MILLER, Proprietor

Sporting Goods

- SKATES HOCKEY STICKS
- PUCKS ANKLE SUPPORTS
- ROYAL PURPLE POULTRY SPECIFIC
- OYSTER SHELL; CHARCOAL; GRIT

STRATHMORE HARDWARE

"The Store of Quality and Service"
M. A. RELLINGER, PHONE 54

SPORT NOTES

SUN BEAU HAS CHANCE TO SET NEW RECORD

—O—

Man O' War was the first American horse to win more than \$200,000. Zev was the first American horse to win more than \$100,000, and now the turf world is looking for the \$100,000 horse, of course. It is not to be Gallant Fox, even though that thoroughbred during the past season set a new American record of \$228,165, or a new world's record of \$412,047, if the Jockey Club's figures, which include the value of cups and trophies, is to be taken. Gallant Fox has been retired to the stud. When Gallant Fox reached his unprecedented total he displaced Zev as the greatest American money winner. Zev, at the end of 1928, had earned \$121,429, and it was Zev who displaced Man O' War as the greatest American money winner. Man O' War, in his two years of racing, in 1919 and 1920, garnered \$140,000, and stood alone as the \$100,000 horse over the \$200,000 mark. Now there are ten American horses with winnings of more than \$200,000, in addition to Gallant Fox, Zev and Man O' War, they are Crusader, Saracen, Exterminator, Display, Blue Larkspur, Victorian and Sun Beau. The latter's record earnings are at present credited to the French horse Kuar and are \$225,800.

The matter of rate of foreign exchange and of Gallant Fox's trophies being counted in his winnings leave the question of supremacy between these two something of a moot point. But it is entirely possible that all question of argument may be disposed of in the next few months by the performance of Sun Beau. By winning the Southern Maryland Handicap he became one of the half dozen greatest money winners in the world. He has won approximately \$125,000. The son of Sun Bird and Beating Lady came out of the Bowie race in great fashion, and is being pointed for the Agua Caliente Handicap and its purse of more than \$100,000, which will be run next March. Sun Beau is a very sound horse, and there is every likelihood of his training up well, not only for the big Mexican race, but for races beyond that time. He it seems is the only one of the ten above the \$200,000 mark which has a chance of earning \$400,000.

SPRINGFIELD SETS RECORD WITH 12 STRAIGHT WINS

—O—

Season: The Springfield Indians despite the wall of Joe Jewa and Jack Beattie to major clubs, continue to make a runaway of the Canadian-American Hockey League race. The Indians established a record for the five-club circuit when they won their 12th consecutive victory.

Presidence, last year's champion, with whom "P" and "Teeter" Giroux are playing continue to second place, two full games behind the Indians. None of the other three clubs are in a position to threaten the leaders.

HOCKEY STAR THROUGH

—O—

Bill Carlson, star of the world's series a year ago last spring, has made a hurried exit from hockey and will probably play no more. His downfall is a tragedy of sport. In 1926 Carlson signed a three-year contract with Toronto St. Patricks, calling for a combined total of \$22,000. He played here for nearly three seasons before his services were sold to the Boston

A PROMISING DRIVER

—O—

When Thomas W. Murphy dramatically passed on famous red white and blue colors to Dr. Hugh M. Farshaw at the close of the 1927 season to take up thoroughbred training as a breeder of the Green Tree Stable, the harness horse public discounted the coming of the young Ohio trainer to carry on as Murphy had done. Murphy has been the Duke of drivers in the Great Circuit, leading in number of races won almost every year. And the list of champions he had made and marked left him as star of all rodeo men for all time. There are yet many reports of relationship in his name that are pointed or grunted or printed on inner rails of several tracks.

Both won a record for trotting and pacing still belong to Murphy, who drove Circuitum I, 1:46 1/4, to his world's record at Syracuse, N. Y., in September, 1916, and Peter Manning to the world's record of 1:46 1/4 for trotters at Lexington, Ky., in October, 1922.

It is easily inferred that any young trainer who assumed the mantle of Murphy was essaying a serious task. But after three years as a winner of the Circuitum I, Murphy appears fully capable of keeping the famous colors secured on top in fact when the record of the last season were complete, "Doc" Farshaw as he is cordially known, had taken one record from the Murphy horizon that many thought would endure. The one referred to was in number of races won during a single season. Murphy had won 69 races in 1925, having a value of \$99,213.

Bruins for \$200,000 Last year his contract with Boston called for \$200,000, but Manager Koo can't find the full and knew what he was doing. Carlson a shadow of the great player he used to be, was suddenly outshined when playing with London in the International League.

HERB ELLER: "What's that clicking noise in the next room honey?"

Vancouver Wives: "It's the man taking talking pictures of your proposal in case I have to sue you for a bunch of prudes."

Mrs. "I'm bothered with a little wart that I'd like to have removed." Doctor: "The divorce lawyer is at the second door to your left."

A Scotchman attended the funeral of a multi-millionaire, and thought the old fellow cried as if his heart would break.

"What are you crying for, Jack?" asked a friend. "He wasn't a relative of yours."

"That's why I'm crying," sobbed Jack in fresh outburst of grief.

Young Jimmie Blegg, who had been apprenticed to Farmer Higgs, had not proved what might be called a conspicuous success and so when Mr. Blegg came along one day to ask what progress the lad was making, the old farmer looked dubious.

"Well," said he, "next as I want to discourage you or your son, either. He don't do much wrong, nor nothing at all if I can whip it, but I will say that, in my opinion, if your son had another hand 'd would smother 'em to put 'em in."

"I like this quaint little village of yours, writer. I suppose I can get plenty of copy here."

"Sorry, sir, but Government agents are very active around here."

HEARD ON THE STREET

—O—

Census Taker: "Your husband's name, please."

Mrs. Grogan: "Pat."

Census Taker: "I want his full name."

Mrs. Grogan: "Well, now, when he's full he thinks he's Gen. Trimmy, but with of lays me hands on his, he's just plain Pat again."

Neve Boy: "Boy, you is so thin you could close one eye and pass for a needle."

Second Boy: "Don't talk, fella, you is so thin yo ma could give you grape juice and use you for a thermometer."

"Well, Jack, Ah hear y've got married."

"Aye, Donald."

"Any what kind of match did ye make?"

"Wed, Donald, to tell ye the truth Ah didn't do so well as Ah expected, but Ah didn't think she'd either."

An Irish priest had labored hard with one of his flock to induce him to give up whiskey.

"I tell ye, Michael," said the priest, "whiskey is your worst enemy, and you should keep as far away from it as you can."

"Me enemy is it, father?" responded Michael. "And it was your whiskey was telling us in the pulpit only last Sunday, to love our enemies."

"So I was, Michael," replied the priest. "But I didn't tell you to swallow them."

Some Advertisements

Wanted—Assistant butcher. One able to drive and kill himself preferred.

Man wanted for gardening, also to take charge of a cow who stings in the chest and plays the organ.

Lost—A pair of spectacles by a gentleman in red leather case with a button on the end.

Lost—A bunch of keys, by a gentleman on a purple string.

Found—A boy to gather eggs—fourteen year old.

A farmer passing through New Brunswick shortly after 10 A. M. Bennett had been appointed Prime Minister, stopped his car to have a chat with an old friend by the roadside.

"Well, John," said the farmer, "what do you think of 'Buck' now they have made him Prime Minister?"

"I think he is too much of a gentleman for that job," replied the old man.

A tourist was enjoying the wonders of California, as pointed out by a native.

"What a beautiful ripe-fruitful land," he said as they passed through a grove of citrus trees.

"Oh, those lemons are a bit small, owing to a comparatively bad season," exclaimed the Californian.

And what are those enormous blossoms?" asked the tourist.

"Just a patch of dandelion, said the Californian.

The Californian. Presently they reached the Sacramento River.

"Ah," said the tourist, grasping the idea, "somebody's radiator is leaking."

Wife: "I've bought you a beautiful surprise for your birthday—it has just arrived."

Husband: "I am curious to see it."

Wife: "Wait a minute and I will put it on."

HERE'S A GOOD RESOLUTION, MR. FORD OWNER

In making those New Year's resolutions, pledge yourself to try our repair service on Ford. You'll find we not only "know our stuff" but you'll also find us courteous and accommodating. That's why our customers always come back to us.

Hughes Motors

Strathmore, Alberta

For Color Printing

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THE STANDARD PHONE 17

SUPERIOR C-O-A-L

SUPERIOR LUMP—	
\$7.00 Shed;	\$7.50 Delivered
MERCURY LUMP—	
\$7.75 Shed;	\$8.25 Delivered
LETHBRIDGE IMPERIAL LUMP—	
\$9.00 Shed;	\$9.50 Delivered
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UNITED GRAIN GROWERS LIMITED

IN BUSINESS 25 YEARS

Paid-up Capital	\$3,180,803.37
Reserve and Surplus	\$2,490,981.11
Total Paid-up Capital, Reserve and Surplus	\$5,671,784.48

Let this Company Handle Your Grain

New Chevrolet Bigger and Finer



HANDSOME 1931 MODELS

Here is what the new Chevrolet looks like at its standard equipment. Upper right shows the first public showings now being held across (changed front view, the higher radiator, the new fenders). There are nine body types, the five-chrome-plated tie-bar which arches between the window coupe at the upper left being an addition; headlamps, and the new hood mounted below the tie-bar. Below is the standard sedan which shows left headlamp. Prices of the new Chevrolet are shown the large, roomy effort achieved by length—lower than those at which the 1930 models were using the wheelbase to 109 inches. Wire wheels introduced.

THE STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
MEMBER WESTERN SELECTED TOP WEEKLIES
OFFICE PHONE 17 A. A. MOORE, EDITOR. REG. PHONE 14
SUBSCRIPTION PRICE \$2.00 PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

PREMIER BENNETT'S
REGINA SPEECH
CARRIED OVER

Premier R. B. Bennett's Regina speech was awaited with great interest.

The announcement that seed grain will be provided in the spring will be a very welcome relief to many who have found it necessary to sell their grain owing to the low price, in order to obtain the ordinary necessities.

The proposal that a Corporation will be formed to finance the extension of the Live Stock Industry will be welcome news of the conditions are not so exacting as to make it unavailable for those who most require assistance.

The suggestion that farmers go into mixed farming is most gratifying to the man without funds, and the Finance Corporation should be of very great assistance to people who find themselves thus handicapped.

The promise made by the Premier that Crown Net rates will be applied to Hudson Bay will be very welcome news to the people of Saskatchewan but will not be a very great benefit to the farmers of Alberta who fortunately are provided with a shorter haul to Vancouver.

The statement that the outlook for a better market in the Orient will be gladly received but it is rather disappointing owing to the financial situation in China, partly through the low price of silver and monetary control by the scrapping factions in that country, creating a most unstable condition. The failure to promise a set price for wheat was most disappointing to those of his followers who were sure that the government would establish almost the impossible.

The fact remains that it would have been bad business for Canada as a whole and the former in particular to try and build up an arbitrary price for wheat or in fact any other commodity.

The experience of the Farm Board in United States shows the danger of trying to fix prices outside of the law of supply and demand, and any law that would be created would eventually have to be made up by the farmer by taxes, either direct or indirect, but in any case would have to be paid by him.

SUGAR BEETS
AND CREAMERY
ARE SUGGESTED

Considerable interest has been taken by the people of the Bow Valley in the establishment of the Sugar Beet Industry and not with out prospect of realizing results.

In the State of Montana the same proposition has been given

much attention and the Gallatin District is likely to have a big reply established.

At Manhattan which is located in Gallatin, they have also carried out the plan of establishing a factory which last year distributed to the farmers over \$60,000.

The conditions, the Standard understands are the same as at present. In this part of Alberta, hence their success is of local interest.

The establishing of a creamery would certainly be of very special benefit to the farmer who is now in a quandary regarding what he should do to make his farm more successful than it can possibly be under present grain prices.

The local situation is partly covered by the Canadian Pacific Supply Farm, but many are of the opinion that a creamery, owned by the milk and cream, owned by the farmers themselves would be an incentive for greater milk production.

The Standard will be glad to publish the views for or against in order that a sound viewpoint may be obtained from those directly interested.

MAY CONDITIONS
DURING 1931

MATERIALLY IMPROVE

The passing of the year 1929 did not create many expressions of regret owing to the fact that finally it was one of the most difficult in the history of Canada, and yet now many of us should have been exceedingly thankful when they recall that during the year they did not suffer loss of relatives by death, nor were any of their families impoverished by ill health.

The number of unemployed while numbering about 300,000 is not an exhibit of a nation in serious trouble and these same people owing to the development of a humanitarian spirit in the minds of governments, Federal, Provincial and Municipal which have made and are making strenuous efforts to ameliorate the condition which the more unfortunate occupy.

Fifty years ago such aid would not have even been suggested much less put into operation, which is a very practical demonstration that the world is growing better notwithstanding the "crises" which people persistently sound the alarm that the people are going to the devil at top speed and particularly the younger element.

Such expressions happily are usually the result of a jaundiced view and few and far between.

The statement that the Christmas season is largely commercialized is also exaggerated, one outstanding example of expression of

STRANGE OPERATION
EXPECTED TO GIVE MAN
BLIND SINCE BIRTH

LOOK UP WORLD

Lansing, Mich.: A look at the world, he has never seen during the 25 years of his life will be "Sunsine" Merwin Jenkins's experience.

Although blind since birth, Jenkins has given much joy to others and gained some fame as a musician, broadcasting as "Sunsine" on radio, and has a two year old daughter.

A few years ago it was discovered that he had an optic nerve in one eye. Doctors began studying his case and now they are sure to see soon.

The operation which will give him his sight was a strange one. An intraocular cataract was removed and the right eyeball, once theorized, sliced almost in two. This left a flat surface, to which a glass lens will be fitted. Every twelve hours the rest of his life he must remove the lens, apply a special medicine and put the "eye" back in place.

goodwill and charity is demonstrated in the splendid contributions made to the Calgary Herald "Sunsine" fund much of which is contributed by people outside the city of Calgary.

The same spirit exhibited by the Canadian Soldiers during the Great War, still exists in Peace time and will surely carry the Canadian people through these troublous times and let everyone earn early hope and trust that during 1931 that everyone will find their selves in an improved financial condition and enjoying full health and strength, the greatest of all blessings, without which nothing else counts.

"Now that you've shifted gears and the man who was teaching this wife to drive, 'what do you do now?'"

"Oh, I know," replied the thoughtful woman, "I'll be the mistress to see if Constable Wallace is coming."

CHASE & CO.
Funeral Home
3rd St., Strathmore
Phone 78.

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W. G. TIERNEY
The Tailor
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Tobacco and All Smokers' Necessaries. "The Home of Real Sport."

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Assorted Cookies, 2 doz. the doz. Also Christmas Buns, Coffee Cake, Doughnuts, Layer Cake.

Something different for Saturday night
A NEW POTATOE LOAF
TRY IT!

OPEN EVERY DAY AND EVENINGS

Phone 97

MEETING AT
BROOKS WAS
WELL ATTENDED

A meeting of farmers was held at Brooks which was attended by about 600. They discussed sugar beets, farming, factory and country as well as a partial solution to the present difficult situation, and a most cordial endorsement given to all these ideas.

At the conclusion of the meeting the chairman called up W. B. Mercer and E. C. Chandler to give an address upon the conditions under which the Canadian Pacific Contract Land Holders find themselves off the result of the organizing of the Association in connection therewith.

The conditions in general were reviewed and the consensus of opinion expressed was that the over head expenses were so burdensome that farming operations at a profit were now impossible.

After 25 or 30 years of hard work now found themselves with greater liabilities than when they began, the income from the land being insufficient to pay the annual payments, water rates, taxes and interest.

An association was formed and local directors elected for the district, and the association will arrive at a solution of the problem and present the same to the C.P.R. Officials.

Two women were chatting about a play they had seen the day before. "Funny play, that Shakespeare," said one. "Can't see anything in his play now," said the other. "And I'm told that he didn't even write him himself."

"Who didn't?" "A man called Bacon."

"Well, that sounds more likely," came the reply. "For only such a chap would ever dream of naming his principal character Omelette!"

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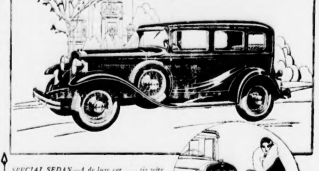
General Motors announces a
NEW CHEVROLET SIX

Bigger... Finer
Lower in Price

TODAY General Motors and Chevrolet are proud to present a new Chevrolet Six. The new car has a lengthened, 109-inch wheelbase... beautiful new bodies by Fisher... de luxe wire wheels... and important mechanical improvements. Yet it sells at very reduced prices... the lowest at which any Chevrolet has ever been introduced.

With all its new beauty and added value no departure has been made from the basic principles of six-cylinder operation and extreme economy which have won 2,000,000 owners to the Chevrolet Six... and made Chevrolet the world's largest-selling six-cylinder car.

Bigger—finer—lower in price... the new Chevrolet Six is now on display at the show-



rooms of dealers everywhere. Come and drive this bigger, finer Six today. If you can't afford to buy any car... the new Chevrolet Six, at its extremely low price, is easily within your reach.

The GM-AC plan of deferred payments offers the lowest financing charges available... and the General Motors Owner Service Policy protects lasting satisfaction.

NEW LOW PRICES

Model	Price
The Standard Six	\$595
The Standard Six	\$615
The Standard Six	\$635
The Standard Six	\$655
The Standard Six	\$675
The Standard Six	\$695
The Standard Six	\$715
The Standard Six	\$735
The Standard Six	\$755
The Standard Six	\$775
The Standard Six	\$795
The Standard Six	\$815
The Standard Six	\$835
The Standard Six	\$855
The Standard Six	\$875
The Standard Six	\$895
The Standard Six	\$915
The Standard Six	\$935
The Standard Six	\$955
The Standard Six	\$975
The Standard Six	\$995

The NEW
CHEVROLET SIX

WHITE & GRAY, STRATHMORE
ROCKYFORD GARAGE, ROCKYFORD

As a progressive Dairyman desiring to secure maximum profits from my milk herd, I realize the necessity of adhering to an organized schedule of care, feeding and handling.

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During the last few years I have been using the new Independent... and I have found it to be a most reliable and efficient machine... and I have found it to be a most reliable and efficient machine...

My friends, I have found the new Independent... and I have found it to be a most reliable and efficient machine... and I have found it to be a most reliable and efficient machine...

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